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### Sign up for MAC's eNews

Between the bi-monthly issues of the State of the Arts, our staff publishes four separate e-newsletters with opportunities and information:

- Artists' email newsletter
- Arts Educators' email newsletter
- Arts Organizations' email newsletter
- Public Artists' email newsletter

Our eNews contain information that has deadlines that are too short to make the *State of the Arts*. If you'd like to sign-up for one or more of these, please offer us your contact information and what you'd like to receive at: [art.mt.gov/resources/resources\\_soasubscribe.asp](http://art.mt.gov/resources/resources_soasubscribe.asp) or send us an email at: [mac@mt.gov](mailto:mac@mt.gov).

## ARNI'S ADDENDUM

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### Legislative season begins again

January means the Legislature begins once again. I've assembled some talking points here we'll be using this year. I suggest you tear out this page and keep it handy for the next four months. To find out who your legislators are and how to contact them, visit [www.leg.mt.gov/css/default.asp](http://www.leg.mt.gov/css/default.asp) and then click "Legislators."

You will also find the "Passage of a Bill" – the handy infographic on how laws are made – included on page 8.

Major legislation pending that would impact the arts this session comes in the form of a bed-tax bill. The tourism industry in the

state is developing a bill that would reallocate a portion of the bed tax currently going to the state general fund. This reallocation would be directed to tourism partners in the state, such as the arts council, the Montana Historical Society, the Heritage Commission, historic properties, State Parks, as well as the state's Promotion Division and the six tourism regions of the state.

The bill is still in draft form, so at press time there's no bill number for readers to track yet. We'll keep monitoring everything throughout the session since anything can happen.



## Montana Arts Council Advocacy Fact Sheet

### Mission Statement

The Montana Arts Council, an agency of state government, develops the creative potential of all Montanans, advances education, spurs economic vibrancy and revitalizes communities through involvement in the arts.

### Vision Statement

Montana is known far and wide as "The Land of Creativity," where the arts are essential to the creativity, imagination and entrepreneurship that make Big Sky Country the very best place on Earth to live, learn, work and play.

The Montana Arts Council is administratively attached to the Board of Education, and has a staff of seven FTE.



### Major Grant Programs

**Arts Education:** Artists in the Schools and Communities and Arts Education Partnerships

**Arts Organizations:** Public Value Partnerships Operating Support

**Cultural Trust Grants:** Funded through HB9 (administered by the arts council on behalf of the legislature)

**Strategic Investment Grants:** Funds for training, market expansion, public outreach, and emergencies for artists and organizations



### Major Service Programs

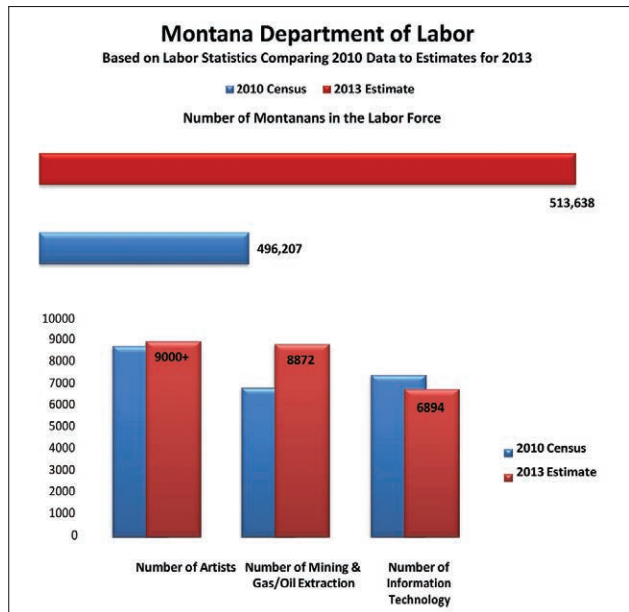
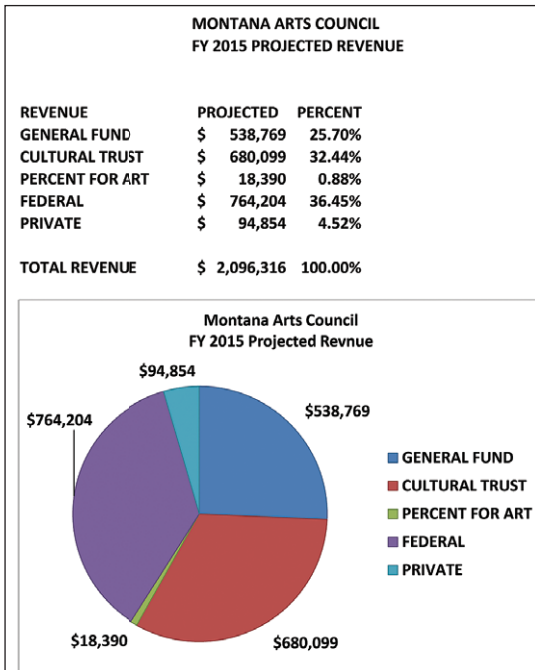
- *State of the Arts* bi-monthly newspaper and bi-weekly eNews bulletins
- Montana Artrepreneur Program: Artist marketing and business skill development

- Montana Circle of American Masters in Traditional and Folk Arts (honorary award)
- Governor's Arts Award (honorary award)
- Percent-for-Art Program: Art in state buildings
- The Art of Leadership: training for arts organization leaders

### Arts mean business

Arts businesses contribute to the local economy through salaries, taxes (payroll, sales and property), contracted services and facility maintenance. In addition, the arts create vibrant communities that attract new businesses and individuals to the area.

- Montana arts organizations and individual artists have an economic impact of \$1/4 billion annually
- Montana's nonprofit arts organizations produce \$4 million in state taxes yearly
- Businesses cite the arts as very important to employee recruitment and retention



### Arts mean tourism

A thriving arts scene draws cultural tourists who stay longer and spend more money at hotels and restaurants than other tourists (2010 U.S. Travel Industry report):

- Compared to all U.S. travelers, cultural tourists are more likely to:
  - Spend more (\$994 vs. \$611)
  - Stay longer (1.71 nights vs. 1.57 nights)
  - Travel more frequently in prior 12 months (5.01 trips vs. 3.98 trips)

### Arts mean educational achievement

Arts education engages students and helps them work collaboratively, think flexibly and solve problems.

- Exposure to and education in the arts develops 21st-Century Skills (creativity, collaboration, communication and critical thinking) necessary to succeed in today's economy
- There is a distinct relationship between the arts and academic and social outcomes, including:
  - Visual arts instruction and reading readiness
  - Dramatic enactment and conflict resolution skills
  - Learning piano and mathematics proficiency
- Business leaders continue to cite innovation and creativity among the top workplace skills needed. The arts help build these skills.

### Interesting Facts

One of the key points the arts council wants to illustrate is the close connection between the arts and creativity and the arts and innovation. In 2013 we surveyed employees at Rocky Mountain Laboratories in Hamilton and Oracle in Bozeman to seek their opinions on the subject. Here are highlights of that research:

